



How to Write a Press Release

Published by All About Audiences

2010

This useful guide explains what you should include on a press release to ensure it grabs the attention of the recipient. It includes a generic template you can use, along with two annotated examples of a press release and photo opportunity.

The Audience Agency is a not-for-profit organisation created out of the merger between All About Audiences and Audiences London Plus in 2012.



Example Press Releases

Generic template

YOUR ORGANISATION'S LOGO

PRESS RELEASE

Date of issue

YOUR TITLE SHOULD ATTRACT ATTENTION AND MAKE IT CLEAR WHAT THE PRESS RELEASE IS ABOUT

The first paragraph should summarise what, where, who and when.

Subsequent paragraphs should give more detail about your story.

The second last paragraph could be a quote from someone relevant to support the press release.

The last paragraph can be used to reinforce any key points or provide any additional information not important enough to go at the beginning.

ENDS

For further information and images contact:

Provide the name, email and telephone number of the person the media should contact for more information.

Notes to Editors:

This section is not essential, but you may find it useful to provide more general information, such as a description of what your organisation does.

17 March 2011

PRESS RELEASE FOR IMMEDIATE RELEASE

The Evolutionist: A Darwin Extravaganza at The Manchester Museum launching 1 August

Launching on 1 August, 'The Evolutionist: A Darwin Extravaganza at The Manchester Museum' will be the largest Darwin and evolution themed programme in Manchester this year.

2009 commemorates two significant dates in Darwin's life: the 200th anniversary of the birth of Charles Darwin and the 150th anniversary of the publication of *On the Origin of Species*. Celebrating these milestones, *The Evolutionist* will explore Darwin's life, his ideas and their impact through a series of fascinating exhibitions and public events. Presenting scientific evidence for evolution, these exhibitions will also investigate the difference between faith and fact and highlight how Darwin's work has been used and abused.

Highlights of *The Evolutionist* will include:

A new permanent exhibition **Nature Discovery** opening on 1 August, will mark the launch of the Extravaganza. Younger visitors and their families will be able to explore nature and evolution through meadow, tree and under the sea themed areas. By looking closely, comparing and describing the exhibits, children will be able to develop their skills as naturalists, in much the same way Darwin did. **In Darwin's Footsteps** opening 5 September, will showcase local photographer Ben Hall's fantastic images of South American landscapes and wildlife alongside Darwin's own words from the Voyage of the Beagle. Presenting fantastic objects – some collected by Darwin himself – and designed in a graphic-novel style, **Charles Darwin: Evolution of a Scientist** will be the main highlight, opening on 3 October.

Kicking off an exciting programme of events is **Nature Discovery Big Saturday** on 8 August. This special day of exploration and adventure for all the family, will include a recreation of Darwin's famous Voyage of the Beagle around the Museum's galleries, encountering some of the animals that Darwin saw. There will also be opportunities to find out about local ecology outside the Museum, quiz experts and join in storytelling sessions.

Henry McGhie, Head of Natural Sciences at The Manchester Museum commented:

'Evolution by natural selection has everyday relevance to all of us. Through the emergence of new strains of flu and colds and the conservation of rare and endangered wildlife, all can be explained and understood through evolution by natural selection. Launching *The Evolutionist* in his anniversary year, we hope to explore Darwin's ideas and highlight the relevance of his work to our lives today.'

'The Evolutionist: A Darwin Extravaganza' will run from 1 August 2009 until 30 August 2010. An exciting programme of events will accompany the main exhibitions being hosted in The Manchester Museum.

-ENDS-

For further press information or images contact Ros Helliwell in the Press Office:
T: 0161 306 1583 E: ros.helliwell@manchester.ac.uk

Comment [c1]: This is the date the press release was issued to the media.

Comment [c2]: This states that it is a press release – making its purpose clear. This one adds that it is 'for immediate release' – this clarifies that the media can use the story straight away.

Comment [c3]: The title makes it instantly clear what the press release is about.

Comment [c4]: The first paragraph includes details of what, where, who and when – journalists don't have to read any further to find this out.

Comment [c5]: The next few paragraphs give more information.

Comment [c6]: A quote from someone relevant involved in the project adds a different dimension to the press release.

Comment [c7]: The last paragraph reinforces what is happening and when.

Comment [c8]: ENDS signals the end of the main press release.

Comment [c9]: Press Office contact details for the media should go below the ENDS.

Extended Information

The Evolutionist: A Darwin Extravaganza at The Manchester Museum

1st August 2009 - 30 August 2010

Presenting Charles Darwin, The Evolutionist and his brilliant idea.

Nature Discovery

From 1 August 2009

Step inside the magical world of **Nature Discovery**, an area for younger children and their families where you can explore nature, from the depths of the sea to the inside of a giant tree.

Big Saturday: Nature Discovery

Saturday 8 August 11am-4pm

Most activities are drop-in. Some activities may need to be booked on the day. Most activities are free. Some activities may cost up to £1.50. All ages

Celebrate the opening of our new Nature Discovery exhibition for younger visitors and their families, part of The Evolutionist: A Darwin Extravaganza!

Funded by the British Ecological Society

Further details can be found at:

<http://www.museum.manchester.ac.uk/whatson/exhibitions/theevolutionist/>

Notes to editors

As a university museum, **The Manchester Museum** uses its international collection of human and natural history for enjoyment and inspiration. Working with people from all backgrounds, the Museum provokes debate and reflection about the past, present and future of the earth and its inhabitants.

The Manchester Museum is home to one of the largest and most important collections of ancient Egyptian artefacts in the United Kingdom. The Vivarium houses a wide variety of live animals including frogs, toads, snakes and other reptiles and amphibians. One of the star attractions in the Museum is the *T.rex*, displayed in the pre-historic gallery alongside rare examples of fossils dating back to the Ice Age.

The Manchester Museum was Highly Commended in the Large Visitor Attraction category of the Manchester Tourism Awards 2008

The Manchester Museum,

The University of Manchester, Oxford Road, Manchester, M13 9PL.

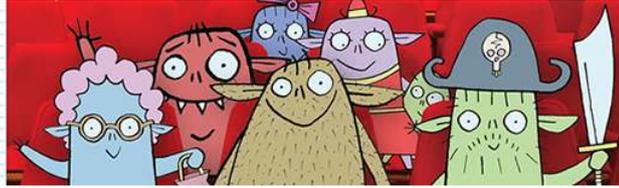
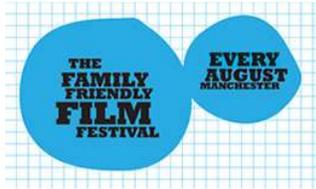
T: (0)161 275 2634 F: (0)161 275 2676 www.manchester.ac.uk/museum

Open: Tuesday – Saturday 10am – 5pm, Sunday, Monday and Bank Holidays 11am – 4pm with FREE ENTRY

Creativetourist.com is an online magazine, a series of city guides and a collaborative project that has been put together by Manchester Museums Consortium, a group of nine museums and galleries - Cornerhouse, Imperial War Museum North, The Lowry, Manchester Art Gallery, The Manchester Museum, Museum of Science & Industry (MOSI), People's History Museum, Urbis and The Whitworth Art Gallery - in Manchester. These venues have a dual vision: the desire to stage intelligent, thought-provoking and international exhibitions and events and to celebrate the city in which they live, work and play. Creativetourist.com, with its mix of exclusive features, interviews, arts news and city guides, allows readers to discover more about what's happening in the city, uncover its outstanding cultural programme and collections, and perhaps come to be as passionate about Manchester as its inhabitants.

Comment [c10]: In order to avoid cluttering the main press release and detracting from its key focus, some additional information that might be useful for journalists has been added here.

Comment [c11]: This is additional supporting information that journalists may need. It is general useful information about the organisation, rather than directly related to the subject of the press release.



PRESS RELEASE

Issued: 1 July 2010

The Family Friendly Film Festival 2010 Bringing the Classics to New Generations at Stockport Plaza

PHOTO OPPORTUNITY

When: Tuesday 3 August, 1:45pm

Where: Stockport Plaza, Mersey Square, Stockport, SK1 1SP

What: Local families visiting Stockport Plaza for a screening of *The General* (which will be accompanied by live organ) will be meeting the organist and taking a closer look at the stunning 1930s organ.

On arrival: Please ask for Catherine Bradley

Comment [c12]: The photo opportunity is clear at the top of the press release. It includes details of when and where it's taking place, along with what will be available to photograph and who photographers should ask for on arrival.

The Family Friendly Film Festival is offering film buffs new and old the opportunity to enjoy some of the most treasured titles in cinema's vast archive. On Tuesday 3 August 2010 the delightful art deco **Stockport Plaza** is the perfect venue for screenings of Buster Keaton's masterpiece **The General** (2-4pm), and the Powell & Pressburger favourite **The Red Shoes** (7-9pm).

The General is one of the seminal films of the silent era. Set against the backdrop of the impending Civil War, the story revolves around Keaton's hapless train engineer who loses his beloved engine and his woman, and sets off on a madcap pursuit of both. If you're new to silent comedy, this is a fantastic place to start, and the slapstick humour is certain to appeal to young viewers. *The General* will be accompanied by live music from the Plaza's resident organist, creating a traditional 'night at the movies' mood.

The Red Shoes is the mesmerising British feature from Michael Powell and Emeric Pressburger, which brings to life Hans Christian Andersen's fairy tale in breathtaking

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Technicolor. Moira Shearer plays Victoria Page, the ingénue whose ballet shoes take on magical powers. It's a must for dance enthusiasts, but the film's dark overtones also make it a wicked delight for all older children and adults.

Both screenings take place at Stockport Plaza, Mersey Square, Stockport, SK1 1SP on Tuesday 3 August. The General will be screened 2-4pm, The Red Shoes 7-9pm. The General is suitable for ages 6+ and The Red Shoes for ages 7+. Tickets are £3 each, or £5 to see The General and The Red Shoes as a double bill.

Visit www.familyfriendlyfilmfestival.org.uk or call Quaytickets on 0843 208 0500 to book.

-ENDS-

For more information, images or to arrange a press trip please contact Catherine Bradley on 0161 234 2961 catherine.bradley@allaboutaudiences.com

Notes to Editors

All About Audiences:

The Family Friendly Film Festival is an annual event run by All About Audiences. In its previous existence as Arts About Manchester, the organisation amassed over 20 years experience working with arts and cultural organisations in Greater Manchester. The organisation is now called All About Audiences following its recent move to become the audience development agency for the North West, and supports arts and cultural organisations to understand and develop their audiences.

The Family Friendly Film Festival:

2010 marks the fifth annual Family Friendly Film Festival, organised by All About Audiences. The 17 day event engages thousands of families from across the North West and promotes family friendly destinations in the region, with all events being free to five pounds. The festival runs at various venues and spaces across Greater Manchester, and in 2010 we will host events at over 20 locations including John Rylands Library, The Whitworth Art Gallery, The Manchester Museum and Victoria Baths. There are loads of opportunities to make your own films, watch old classics and see brilliant family films you will never see anywhere else!